

## **Diabetes and Flu Creative Materials on CD-ROM**

This year, we have placed all creative materials for the Diabetes and Flu campaign on CD-ROM. Depending on your request, you have either received your materials in Macintosh/QuarkExpress 3.2, or IBM/PageMaker. If you did not indicate on your request form the format you wanted, you were given the Macintosh version. **Please do not lose this master disk of creative materials.** Each DCP gets only one master for his or her state.

We encourage you to localize these creative pieces in any way you choose, either by adding your state's Health Department logo, adding a state 1-800 number that people can call for more information, adding local statistics, or using our materials or layouts to create something completely different for your campaigns. Should you choose the latter, however, we ask that you remove the CDC and HHS logos, as the new piece will not have been approved by these institutions. If you do not have your own 1-800 number, you may use CDC's toll free information hot line, 1-877-CDC-DIAB (232-3422).

Finally, we hope that having these pieces on CD-ROM will make it much easier for you to have partners contribute to your campaigns through additional printing of materials. Should your partners want to include their names or logos on printed materials, please consult the Logo Guidelines in this folder for guidance.

The creative materials listed below are on your CD-ROM. Also included here are printing specs, and an actual printed sample of each piece for you and your printer's reference. Those pieces with a star by them have been or are soon to be printed in bulk for this year's campaign.

**Brochure (last year's, English and Spanish)\***  
**Poster (last year's, English and Spanish)\***  
**Diabetes Patient Postcard (English & Spanish)\***  
**Health Provider Postcard (English only)\***  
**Pneumococcal Insert (English and Spanish)\***  
**Diabetes Event Poster (English and Spanish)**  
**Transit Ad (English and Spanish)**  
**Bill Stuffer (English & Spanish)**  
**Print PSAs (English, Spanish & for African Americans)**  
**Campaign Letterhead (English and Spanish)**  
**New Hampshire's Low Literature Brochure**  
**Wisconsin's Low Literature Brochure**

**\*Denotes those pieces to be produced in bulk by CDC**